

# DiVA

89% of employers say apprentices make their business more productive.



## Creative and Digital Media Apprenticeship

### What's it all about?

The UK's Creative Industries are a genuinely world-class sector, generating significant employment and export earnings and with admired, market-leading businesses in industries that range from visual effects to designer fashion. Entrants to Creative Industries must have an understanding and appreciation of different technologies, alongside general knowledge and soft skills, including the capacity to work efficiently and in teams.

### What does it include?

The qualification components have been designed to develop an understanding of the end to end production cycle. Due to the converging nature of the Creative Industries apprentices and employers will be able to tailor the apprenticeship programme using combinations of units from a broad range of areas, including recording/editing journalistic material, writing content for different platforms, technical editing skills across different media, ideas development, research, understanding diverse audiences, and customer service.

### Who is it for?

Apprentices must be able to hit the ground running, have the right attitude, strong communication and IT skills and a demonstrable passion to work in the creative industries. It is expected that apprentices should be able to add value to the business, as soon as possible, and work with their employer to take advantage of new technologies.

### How is it delivered?

The Apprenticeship training will be achieved through a blended learning approach, incorporating workplace learning, workshops, distance and online learning. One to one support, study days, tuition and advice is available from our team of experienced and qualified Tutors, Assessors and Advisors ensuring that the needs of employers and employees are met.

### Qualification structure and progression routes

#### The qualification is made up of the following components:

NVQ Diploma in Creative and Digital Media  
BTEC Diploma Creative and Digital Media  
Employee Rights and Responsibilities (ERR)

#### Duration: Example of applicable job roles:

12 months  
Production Runner / Assistant  
Broadcast Assistant  
Marketing Assistant  
Junior Researcher  
Archive Assistant

### How much does it cost?

The cost of the programme is £4000. If your organisation is subject to the Apprenticeship Levy you will pay for the training directly through your digital vouchers. The government will fund 90% of the training costs for employers who do not pay the Apprenticeship Levy, as well as provide other financial incentives.



To find out more, please contact DiVA on 0203 189 1784

[www.divaapprenticeships.com](http://www.divaapprenticeships.com)